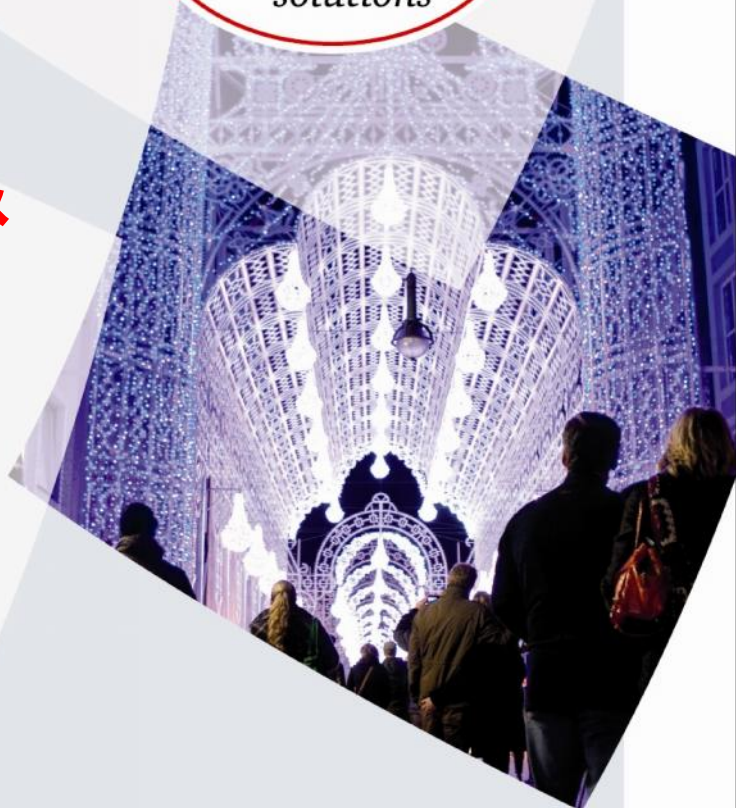




Partnerships & RTTP's



Gerbrand Klijn

POLIS 28th november 2014

Some questions first

- Experience with open data?
- Partnership with private parties ?

Topics of presentation

1. PP Partnerships

1. Open Data for RTTP's

2. Market transition from B2G to B2B/B2C

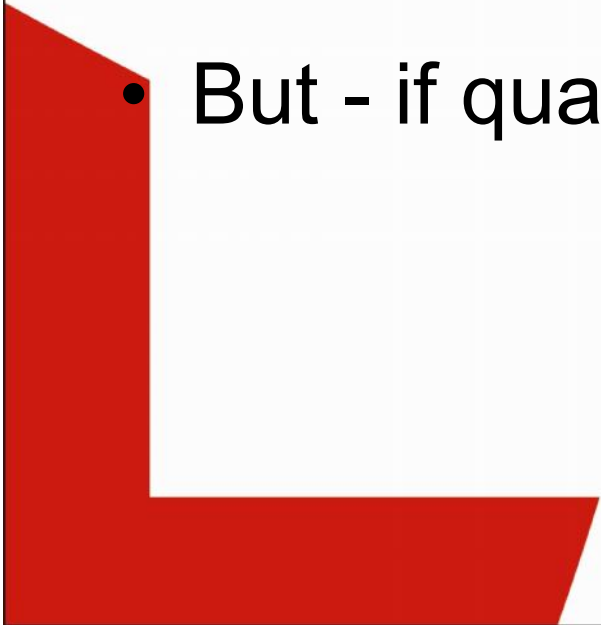
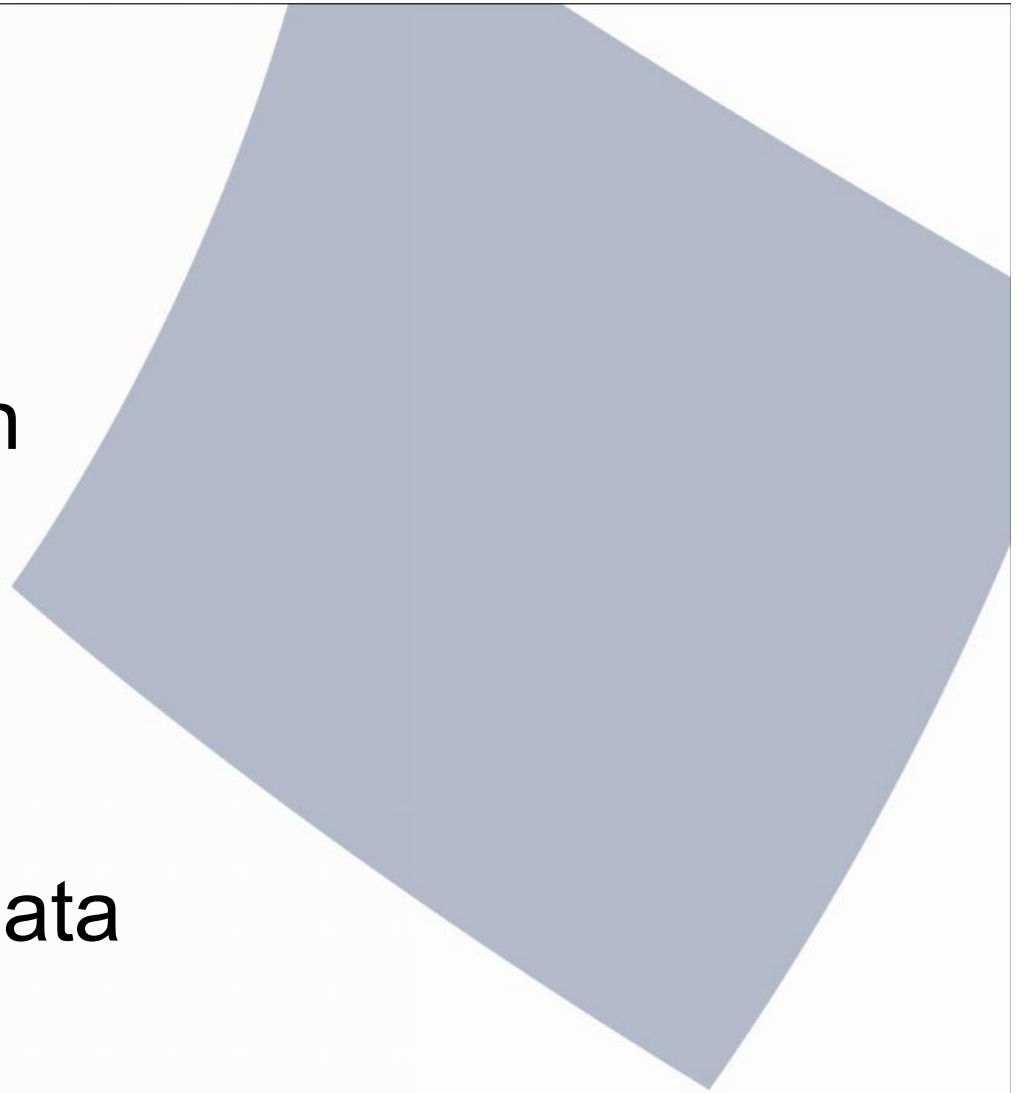
“a professional and vibrant market”

Why partnerships ?

- Flexibility in innovation
- Knowledge of market
- More intrinsic motivation
- Process efficient
- Cost effective

Open data

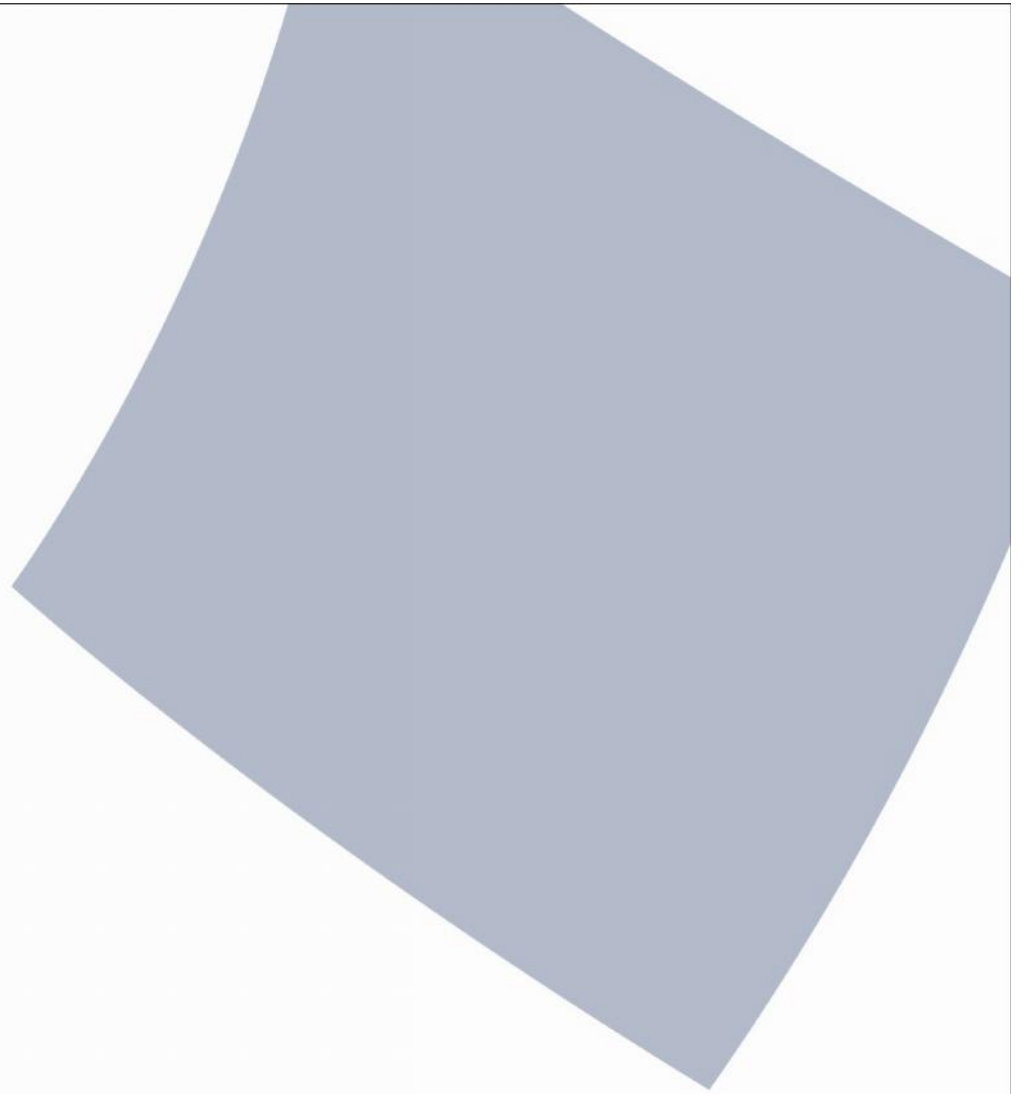
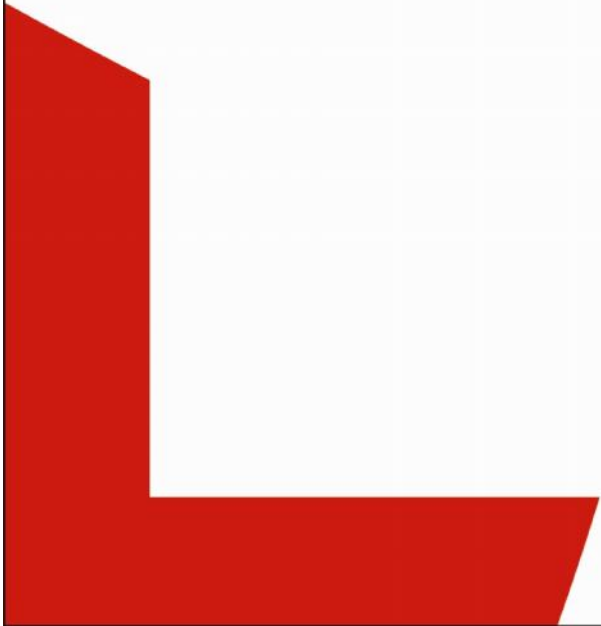
- Basis for innovation
- But - in wide scale
- But - if qualitative data



Why B2B and B2C market ?

- Revitalise a market
- Competition = innovation = added value
- Extra value = extra customers (B2B, B2C)
- Stop continuous subsidies

Our Case

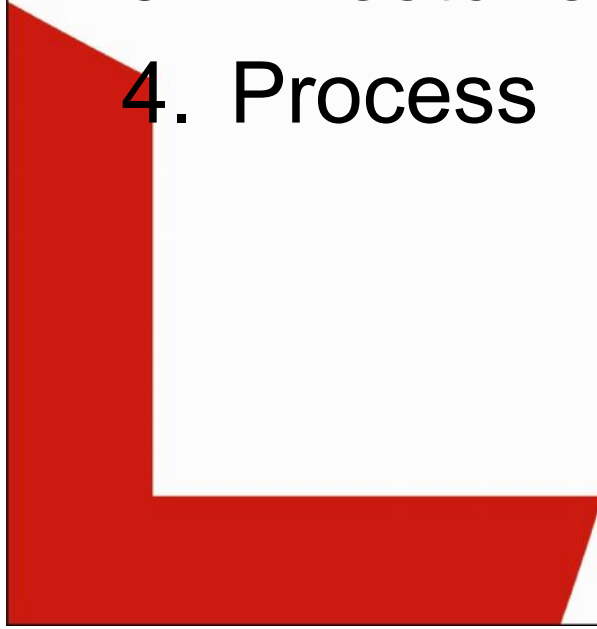
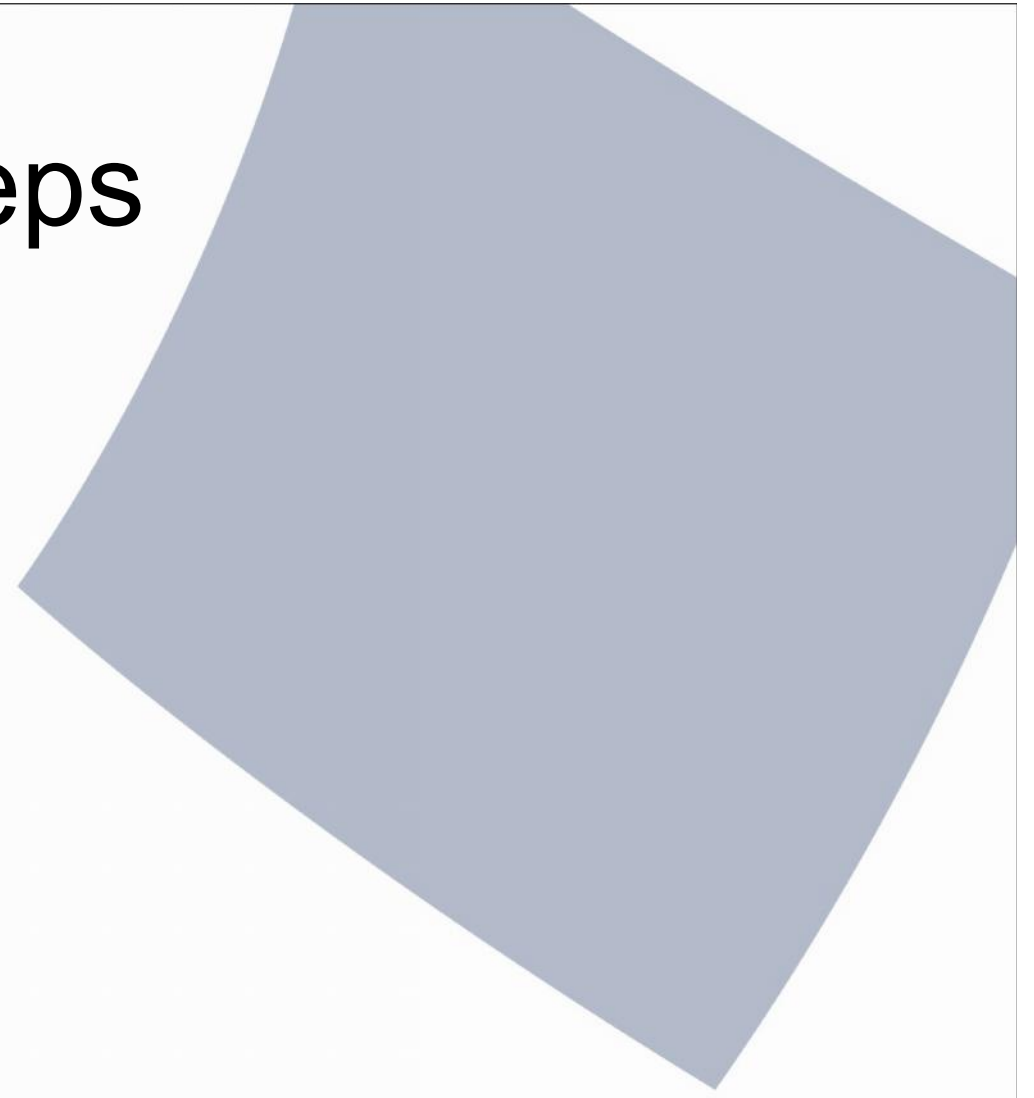


Our Case

- RT MM travel planners
- 18 private parties (SME's & industry)
- Pre competitive cooperation
- Open Source

The 5 Basic steps

1. Goals
2. Framework
3. Milestones
4. Process



Step 1 - Goals

- Societal challenge
- Set clear goals
 - “Give travellers freedom to choose”
 - “Create multiple service providers”
 - “Create basis for innovation”
- Shared interest

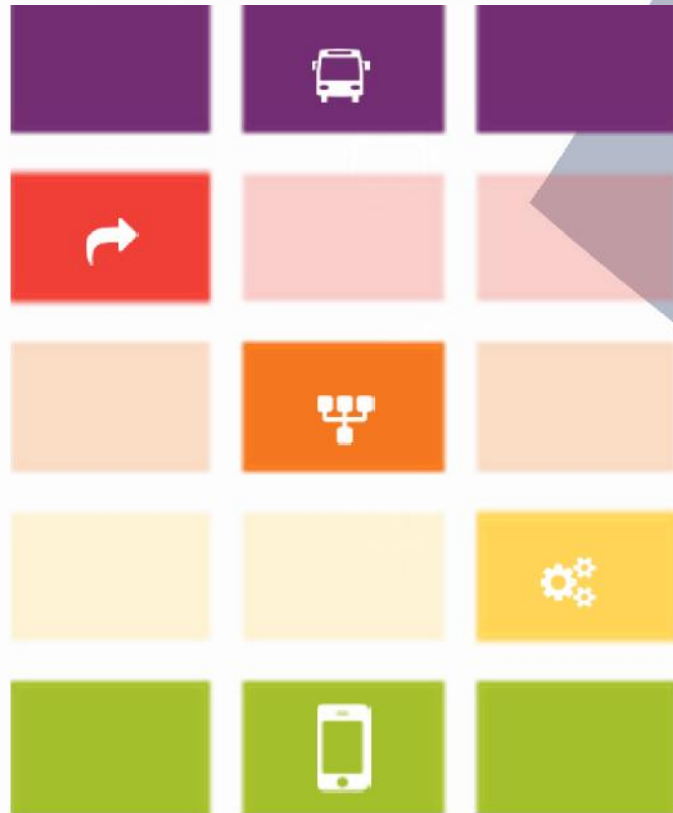
Step 2 – Framework

- Create framework for cooperation
- The ‘Stack Model’ (layer model)

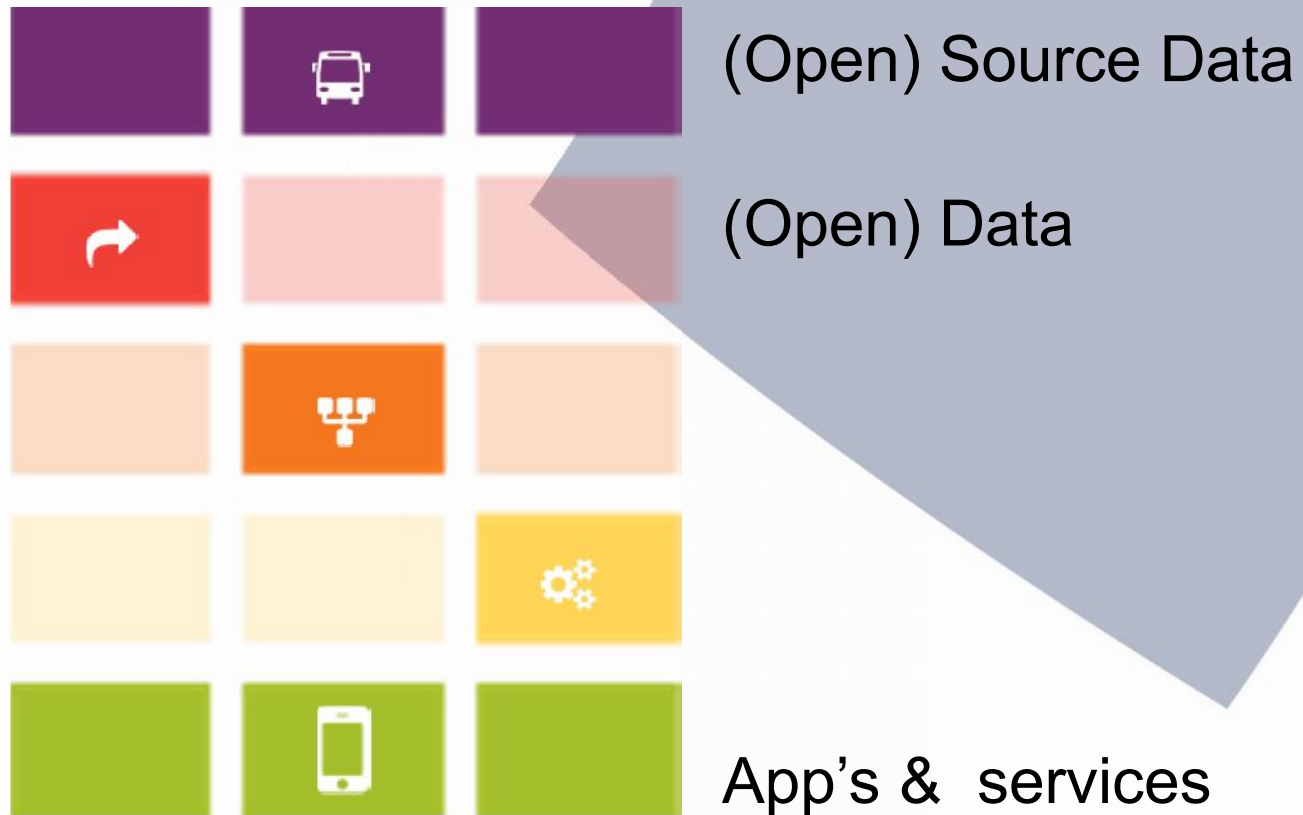
Step 2 – Framework



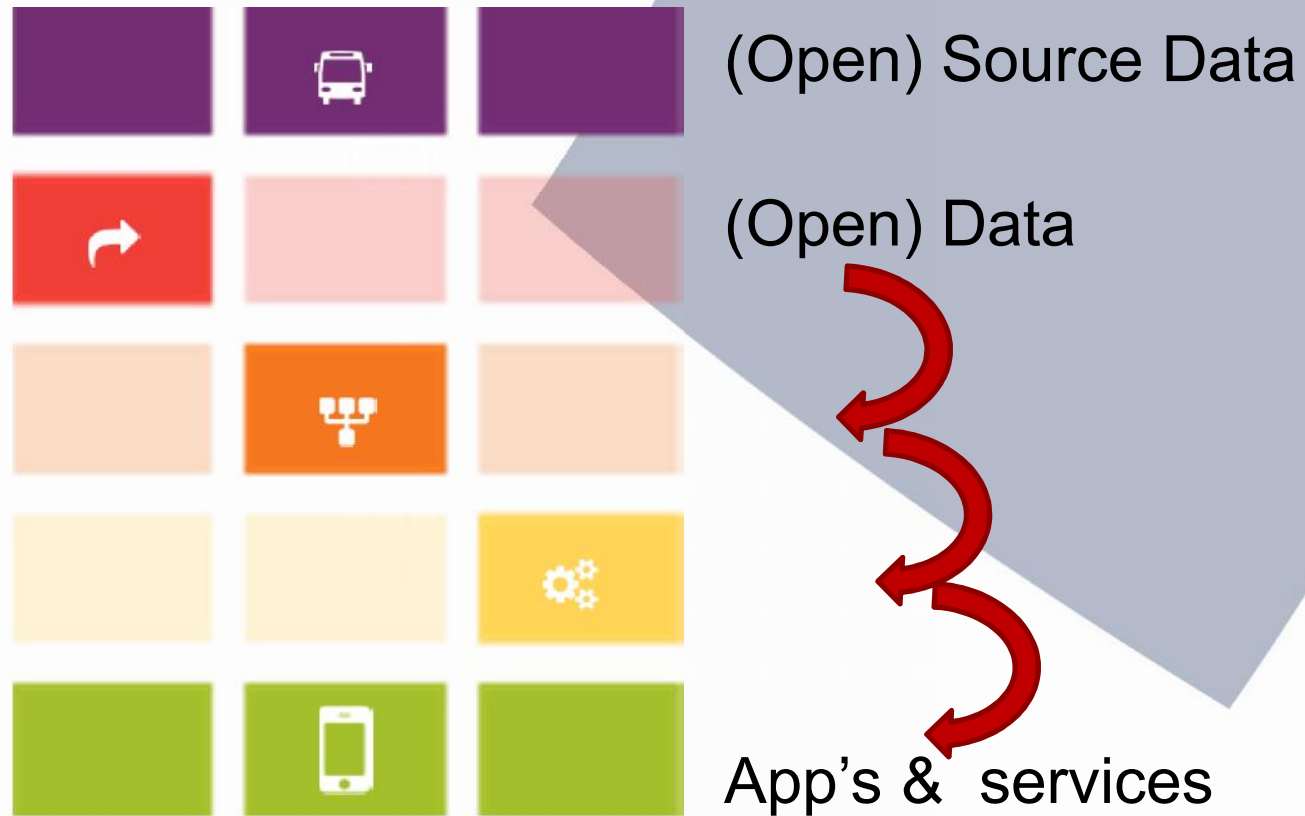
Step 2 – Framework



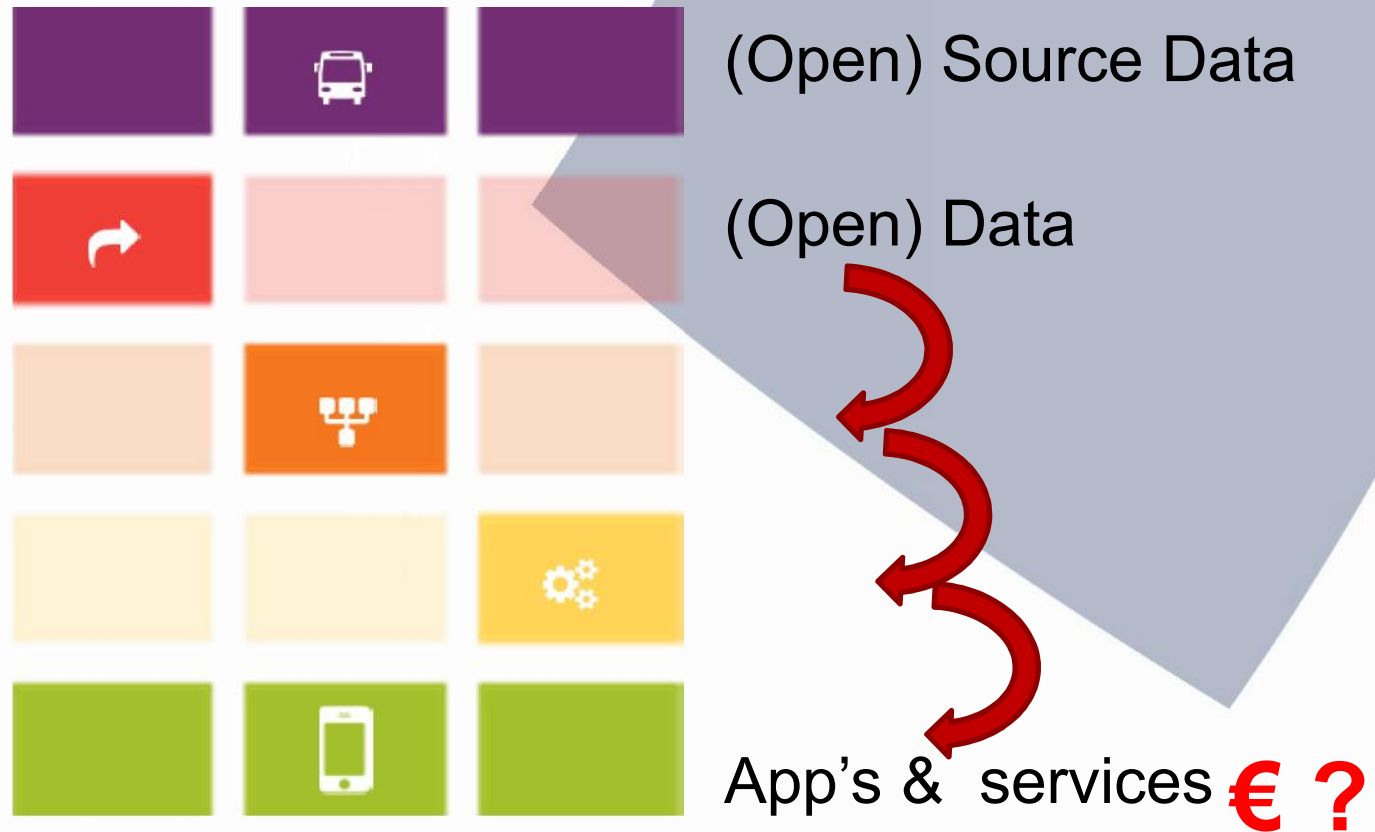
Step 2 – Framework



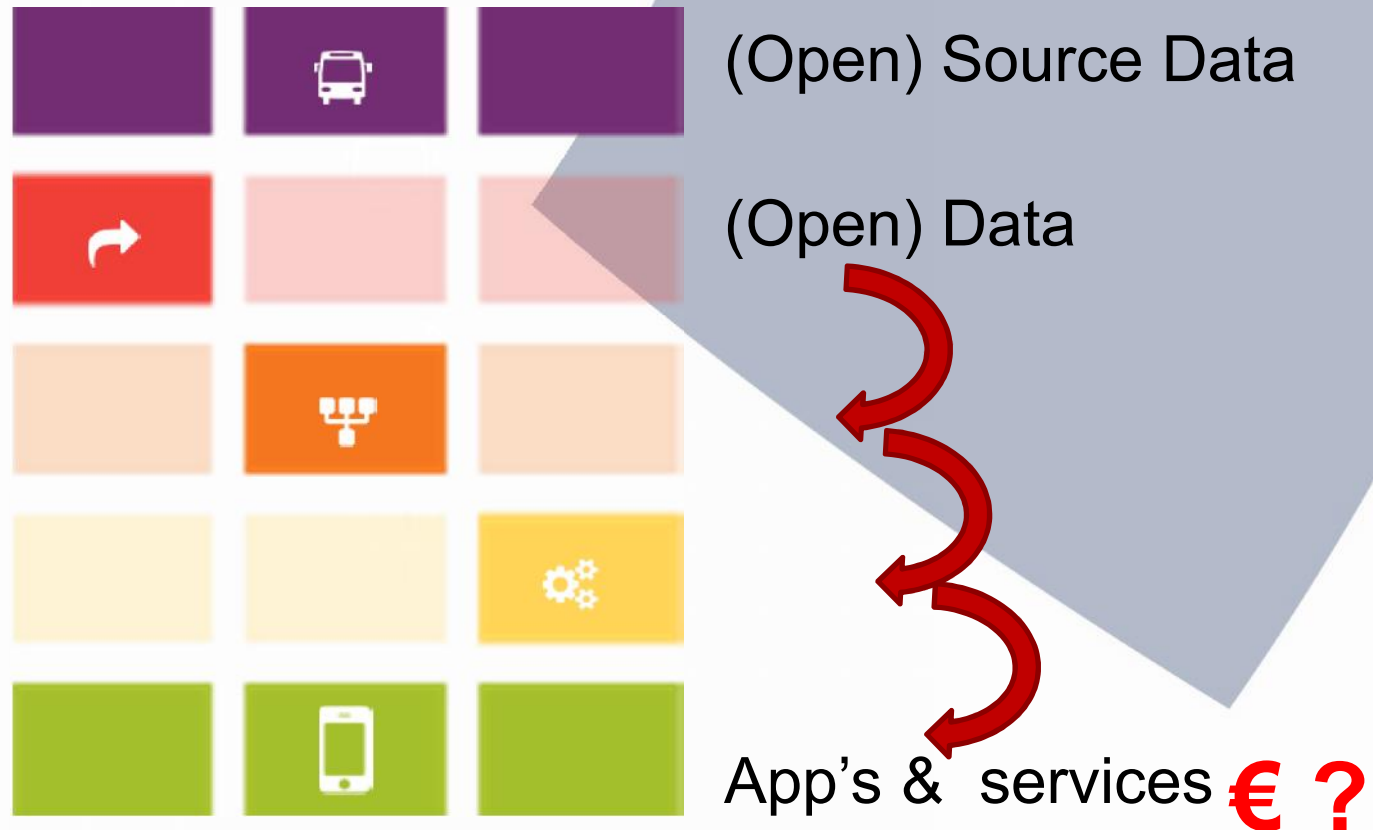
Step 2 – Framework



Step 2 – Framework



Step 2 – Framework



“Closing the data chain “

Step 2 – Framework



Operators



Data brokers



Content
aggregators

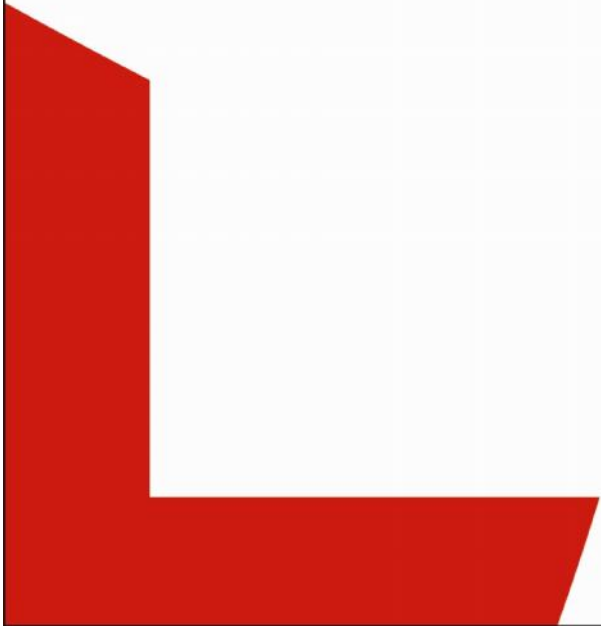
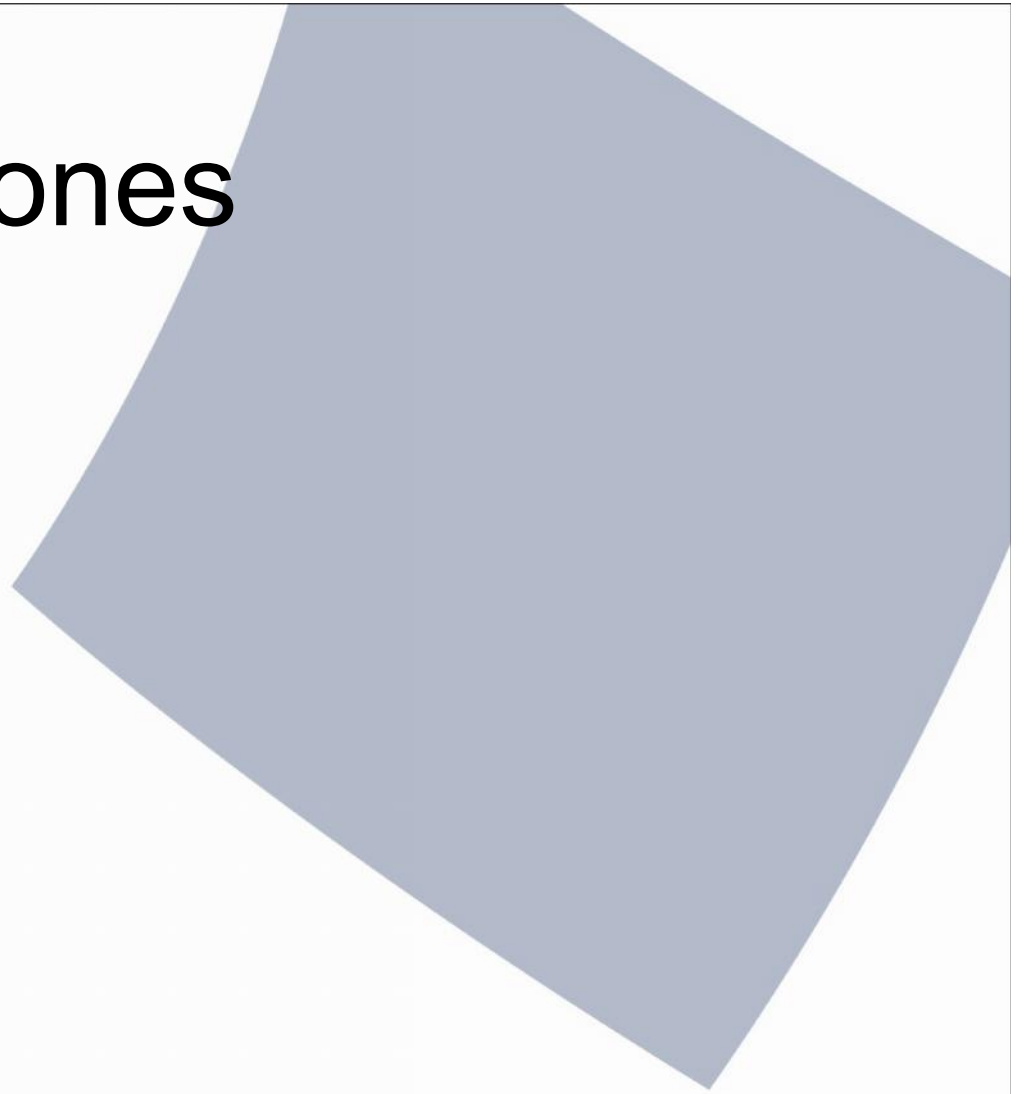


Application
integrators

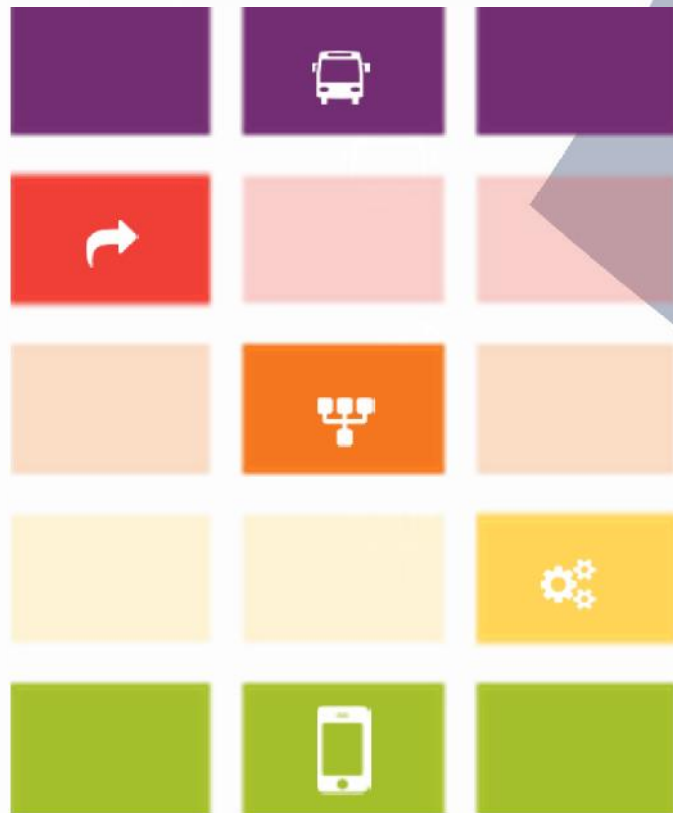


Service providers

Step 3 – Milestones



Step 3 – Milestones

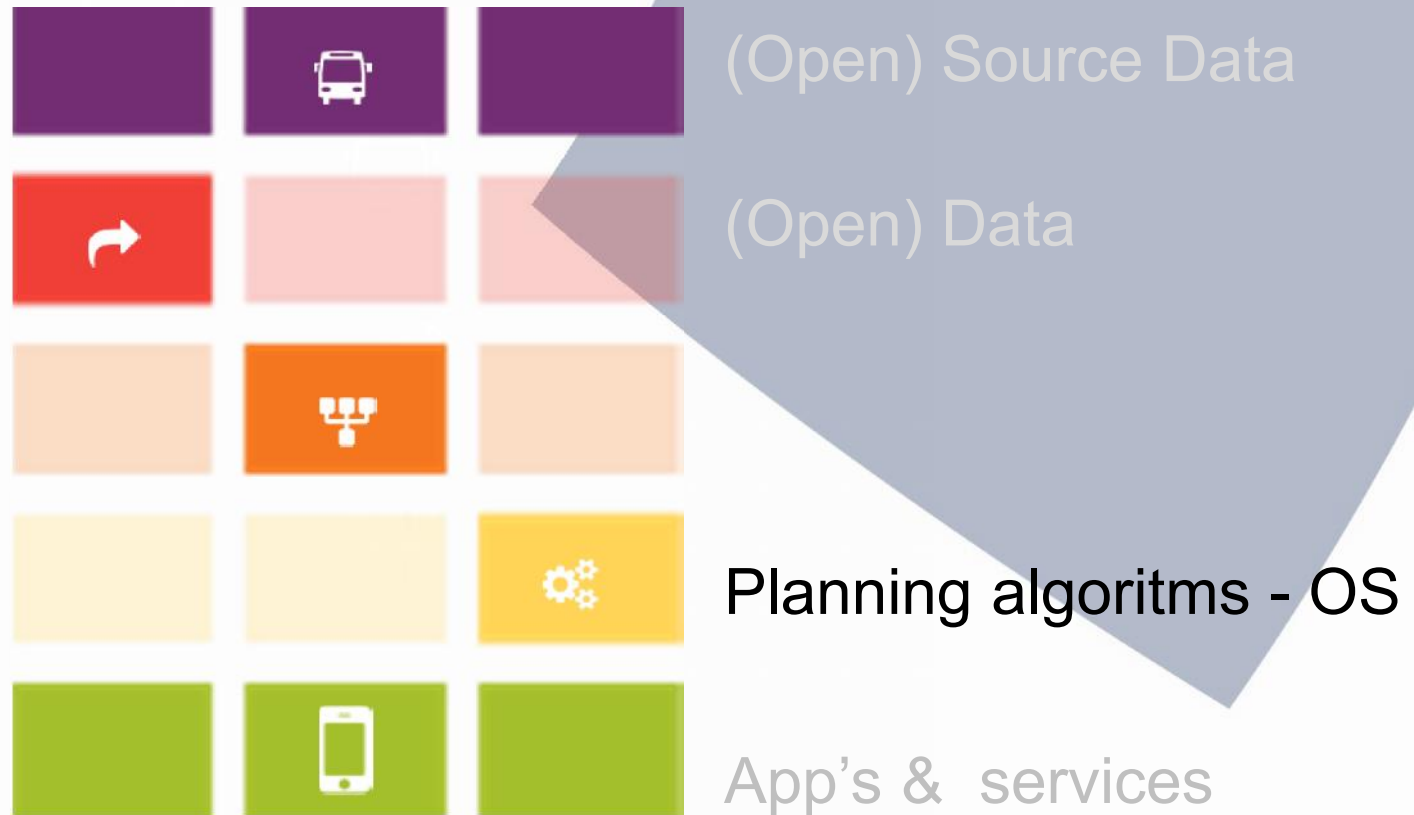


(Open) Source Data

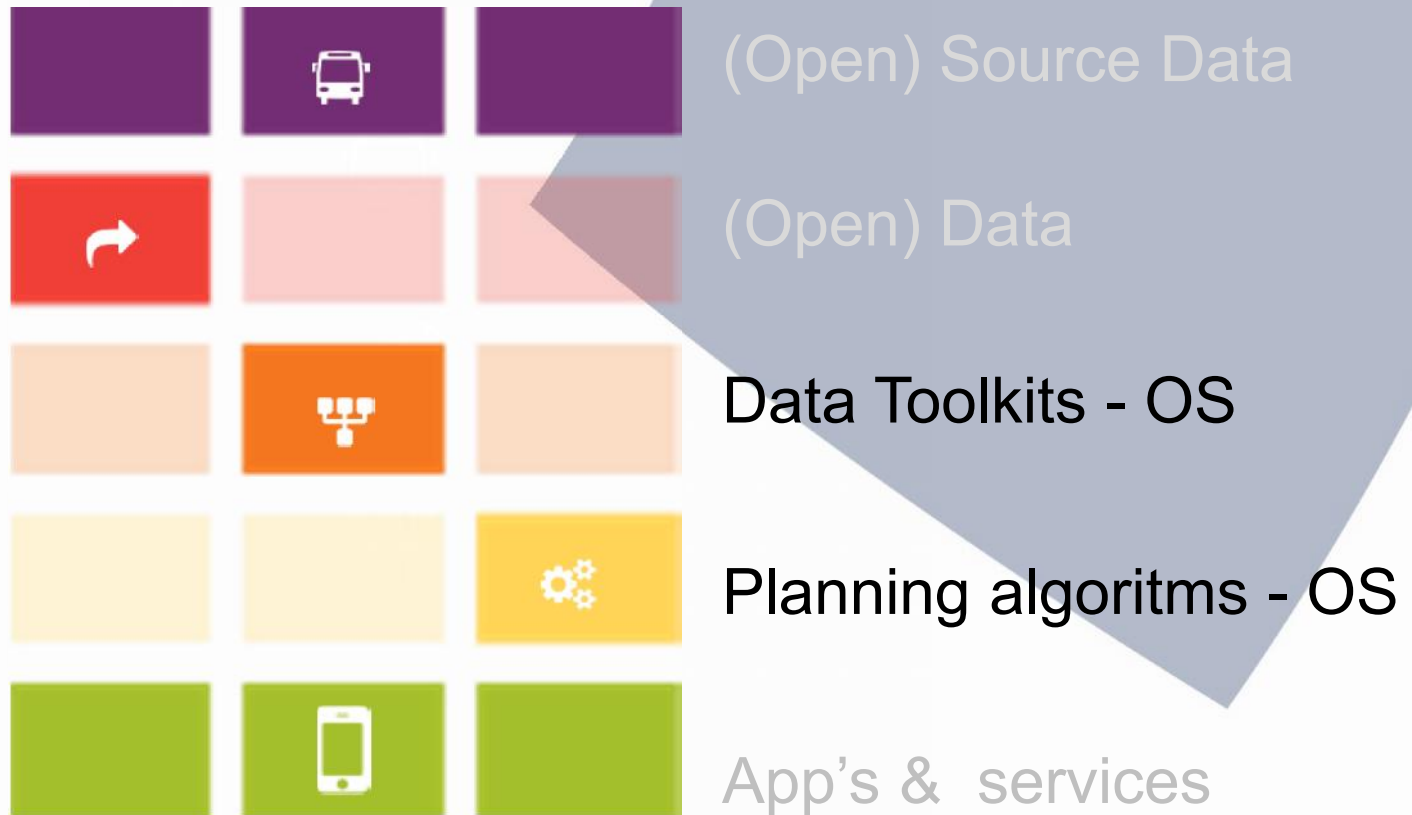
(Open) Data

App's & services

Step 3 – Milestones



Step 3 – Milestones



Step 4 – Process & rules

- Open cooperation (inside)
- Only smaller fee / milestone
- Join in consortia
- Joint lobby for goals (outside)

Step 4 – Process in detail

1 month
month

Societal challenge



Why?

3 month

Solution design



What?

How?

4 month

Product 1



Result for
policy goal

check

4

Product 2 etc



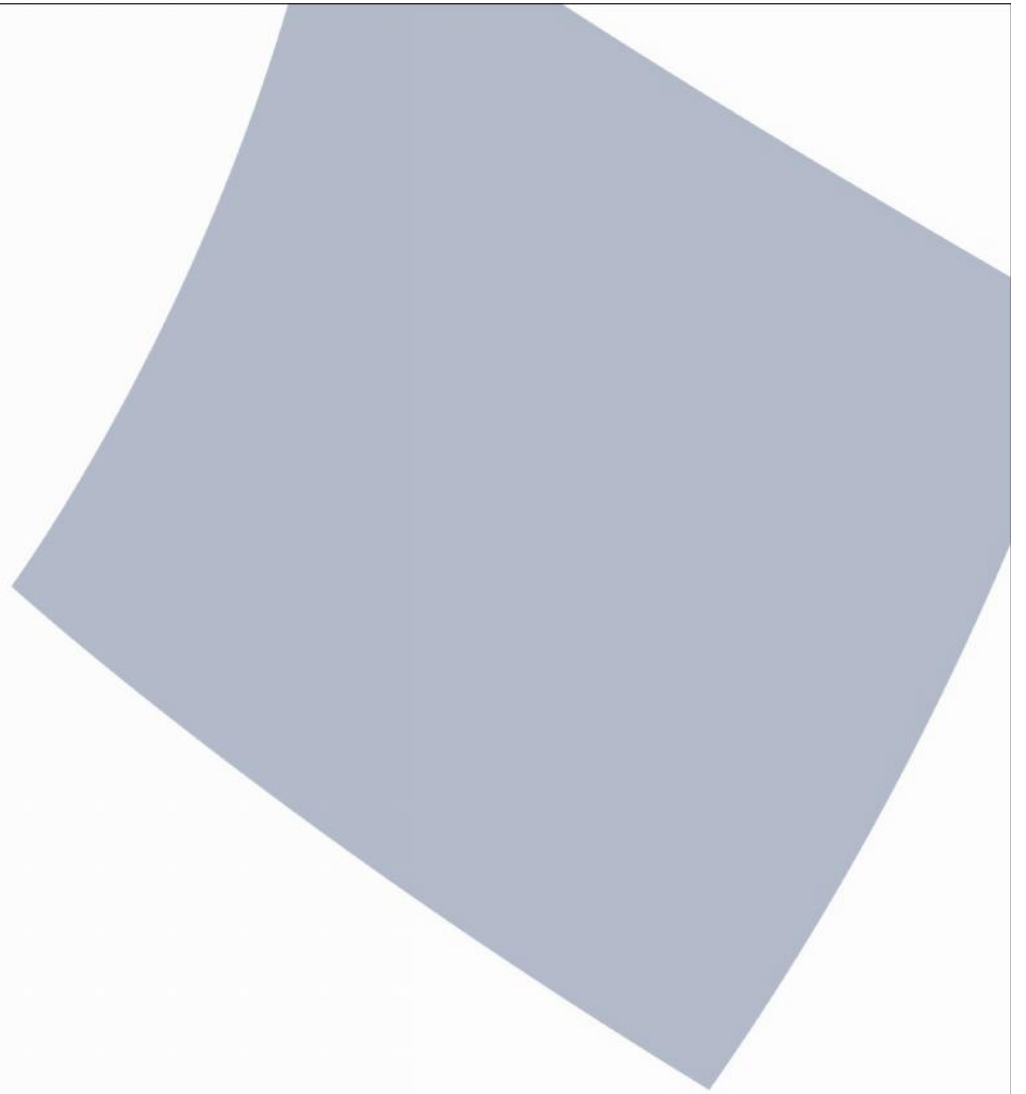
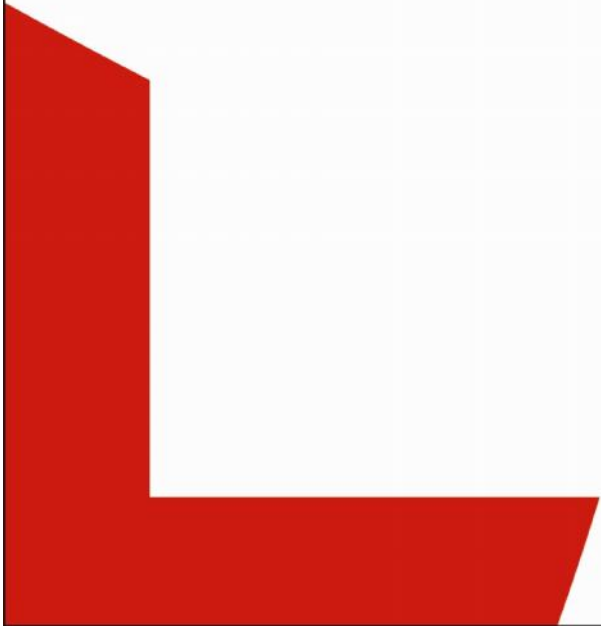
Result for
policy goal

check

Pr



Results



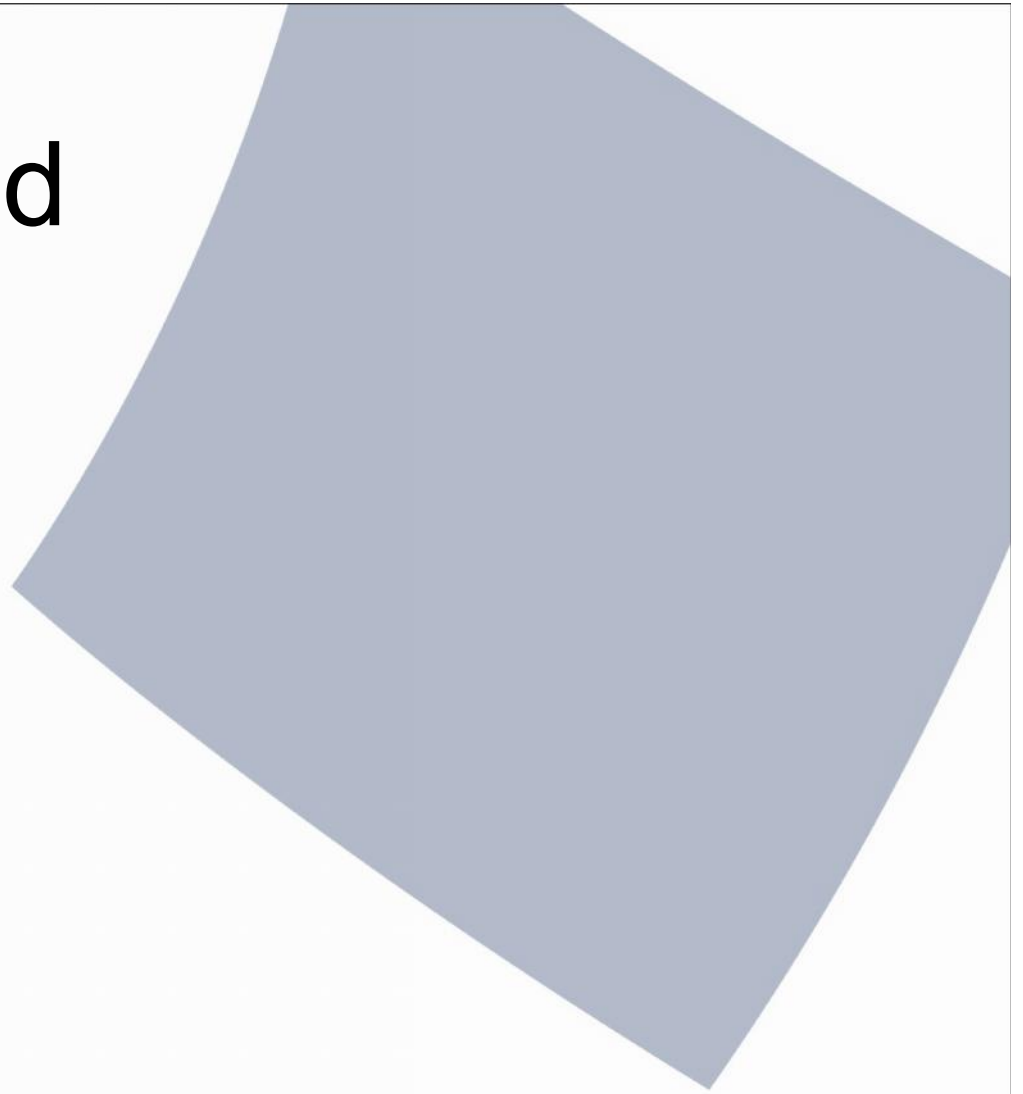
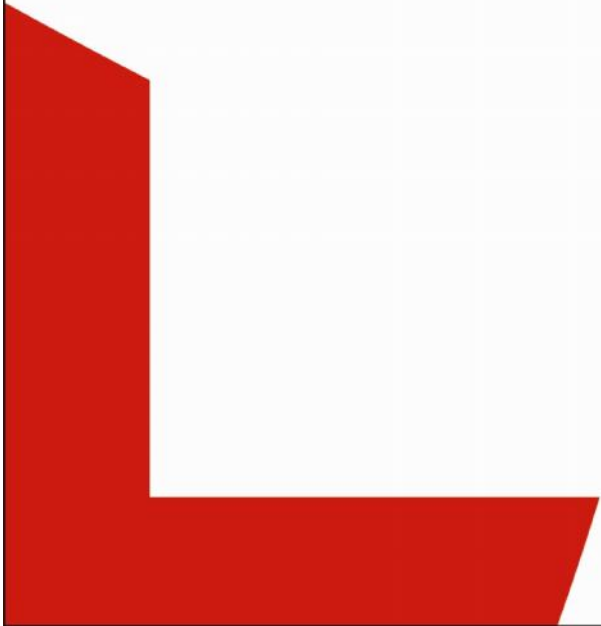
Results (1)

- 5 separate RTTP's
- 8 Data Toolkits
- Instant competition
- Lower costs (investments & process)

Results (2)

- Ecosystem → 'Plannerstack Foundation'
- Bigger impact (> sum of parts)
- European partners

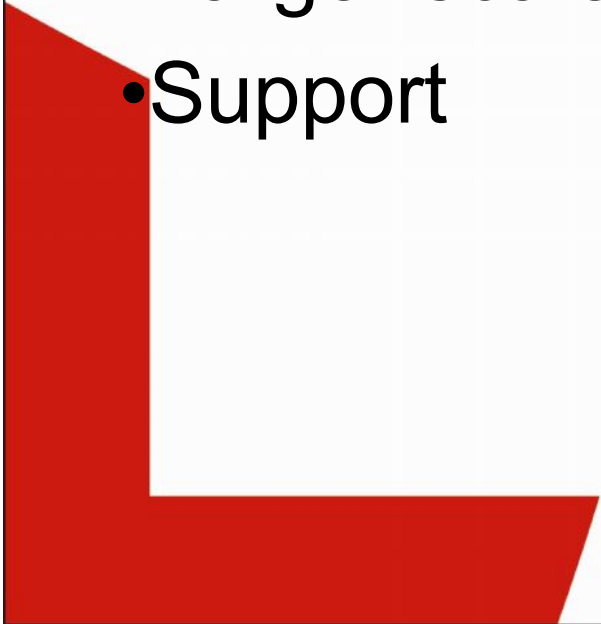
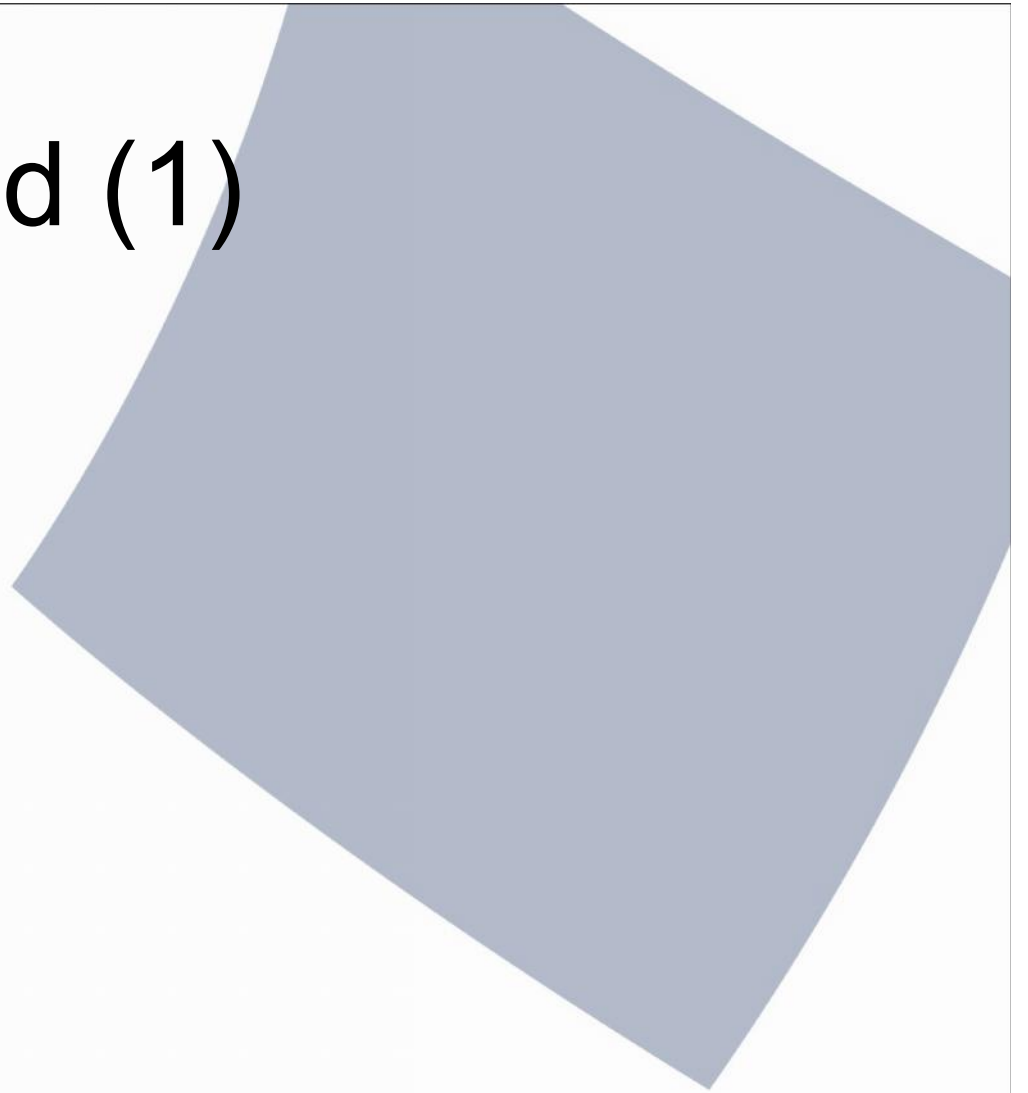
Lessons learned



Lessons learned (1)

Cooperation

- Synergy
- Efficiency = €
- Larger scale
- Support



Lessons learned (2)

Data

- Scale
- Quality

Business case

- B2B and B2C is hard
- Set good conditions
- Set the stage for LT

Lessons learned (3)

Process

- Tempo = energy
- Good mix of parties
- Be transparent
- Interests have lot of overlap

Let's repeat

- Data
 - #1 = Quality
- PP Partnerships
 - #1 = common goals & shared interests
- Transition to vibrant market (B2C)
 - #1 = help others to help yourself



Questions ?

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